1309213

FORM D



UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

FORM D
NOTICE OF SALE OF SECURITIES
PURSUANT TO REGULATION D,
SECTION 4(6), AND/OR
UNIFORM LIMITED OFFERING EXEMPTION

	ОМВ А	PPROVAL
B	Number:	3235-0076

SEC USE ONLY

DATE DECEMED

Serial

Expires: May 31, 2005
Estimated average burden hours per response ... 1

Prefix

DE

	0.01	AND ENVIRED OF			DATE RECEIVED
Name of Offering (☐ check if this Series B Preferred Stock Finance	is an amendment and na ng	me has changed, and i	ndicate change.)		PS RECEIVED W
Filing Under (Check box(es) that appl Type of Filing: New Filing	y): ☐ Rule 504 ☐ Amendment	□ Rule 505	☑ Rule 506	☐ Section 4(6)	DULOE MOV 1 & 2004
Type of times.	- Temendinent	A. BASIC IDENTI	EICATION DAT	A`	
1. Enter the information requested al	out the issuer	A. DASIC IDENTI	ILCATION DAT	Α	125 25
	is an amendment and na	me has changed, and i	ndicate change.)		
Address of Executive Offices 800 Boylston St., 4th Floor, Bost	,	nber and Street, City,	State, Zip Code)	Telephone Number (In (617) 867-4000	ncluding Area Code)
Address of Principal Business Operati (if different from Executive Offices)	ons (Nur same	nber and Street, City,	State, Zip Code)	Telephone Number (In	ncluding Area Code)
Brief Description of Business Provider of wireless promotion	products and service	es. /			PROCESSED
Type of Business Organization ☑ corporation ☐ business trust	☐ limited partners☐ limited partners	hip, already formed hip, to be formed		other (please	e specify): NUV 2 2 EVI4 E
Actual or Estimated Date of Incorpora Jurisdiction of Incorporation or Organ	_	Mon 01 U.S. Postal Service a			I Estimated FINANCIAL

GENERAL INSTRUCTIONS

Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6).

When To File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed wit the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below of freceived at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where To File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

CN for Canada; FN for other foreign jurisdiction)

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offer ing, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

State

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and th have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in th appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

ATTENTION

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversel failure to file the appropriate federal notice will not result in a loss of an available state exemption unless suc exemption is predicated on the filing of a federal notice.

A: BASIC IDENTIFICATION DATA

- 2. Enter the information requested for the following:
 - Each promoter of the issuer, if the issuer has been organized within the past five years;
 - Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer;
 - · Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and

· Each general and manag	ing partner of partne	rship issuers.		
Check Box(es) that Apply:	☐ Promoter	☑ Beneficial Owner ☑ Executive Officer ☑ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)			
Glass, Jeffrey				
Business or Residence Addres	s (Number and Str	eet, City, State, Zip Code)		
800 Boylston St., 4th Floo	r, Boston, MA 02	:199		
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner 図 Executive Officer ☐ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)		· · · · ·	TP-TP/ALVESTED
Crowley, James	•			
Business or Residence Addres	s (Number and Str	reet, City, State, Zip Code)		
800 Boylston St., 4th Floo	r. Boston. MA 02	2199		
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner ☒ Executive Officer ☐ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)			
	,			
Chapman, Dave Business or Residence Address	Mumber and Str	east City, State 7im Code)		
Business of Residence Address	s (Number and Su	eet, City, State, Zip Code)		
800 Boylston St., 4th Floo	· · · · · · · · · · · · · · · · · · ·			
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner ☒ Executive Officer ☐ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)			
Miller, Andrew				
Business or Residence Addres	s (Number and Str	reet, City, State, Zip Code)		
800 Boylston St., 4th Floo	or. Boston, MA 02	2199		
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner ☒ Executive Officer ☐ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)			V-1
·	,			
Troiano, Michael Business or Residence Addres	S (Number and St	reet City State Zin Code)		
800 Boylston St., 4th Floo				
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner 区 Executive Officer ☐ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)			
Hewes, Gerald				
Business or Residence Addres	ss (Number and Str	reet, City, State, Zip Code)		
800 Boylston St., 4th Floo	or, Boston, MA 02	2199		

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

2 of 10

A. BASIC IDENTIFICATION DATA 2. Enter the information requested for the following: • Each promoter of the issuer, if the issuer has been organized within the past five years; • Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer; · Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and · Each general and managing partner of partnership issuers. Check Box(es) that Apply: □ Promoter ☐ Beneficial Owner ☒ Executive Officer ☐ Director \Box General and/or Managing Partner Full Name (Last name first, if individual) Manis, Jim Business or Residence Address (Number and Street, City, State, Zip Code) 800 Boylston St., 4th Floor, Boston, MA 02199 Check Box(es) that Apply: ☐ Promoter ☐ Beneficial Owner ☒ Executive Officer ☐ Director General and/or Managing Partner Full Name (Last name first, if individual) Priyadarshan, Eswar Business or Residence Address (Number and Street, City, State, Zip Code) 800 Boylston St., 4th Floor, Boston, MA 02199 Check Box(es) that Apply: ☐ Promoter ☑ Beneficial Owner □ Executive Officer □ Director General and/or Managing Partner Full Name (Last name first, if individual) Sigma Partners 6, L.P. Business or Residence Address (Number and Street, City, State, Zip Code) 20 Custom House Street, Suite 830, Boston, MA 02110 Beneficial Owner □ Executive Officer □ Director Check Box(es) that Apply: ☐ Promoter General and/or Managing Partner Full Name (Last name first, if individual) General Catalyst Group II, LP Business or Residence Address (Number and Street, City, State, Zip Code) 20 University Road, Suite 450, Cambridge, MA 02138 ☑ Beneficial Owner ☐ Executive Officer ☐ Director Check Box(es) that Apply: □ Promoter General and/or Managing Partner Full Name (Last name first, if individual) General Catalyst Group, LLC Business or Residence Address (Number and Street, City, State, Zip Code) 20 University Road, Suite 450, Cambridge, MA 02138

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

☑ Beneficial Owner ☐ Executive Officer ☐ Director

Check Box(es) that Apply:

1024 Partners, LLC

Full Name (Last name first, if individual)

☐ Promoter

Business or Residence Address (Number and Street, City, State, Zip Code)

218 Main Street, Suite 508, Kirkland, WA 98033-61081

3 of 10

General and/or Managing Partner

B. INFORMATION ABOUT OFFERING		
	Yes	N
1. Has the issuer sold, or does the issuer intend to sell, to non-accredited investors in this offering?		X
Answer also in Appendix, Column 2, if filing under ULOE.		
2. What is the minimum investment that will be accepted from any individual?	\$ <u>5,000</u> .	<u>.15</u>
3. Does the offering permit joint ownership of a single unit?	Yes ⊠	N
4. Enter the information requested for each person who has been or will be paid or given, directly or indirectly, any commis-sion or similar		
remuneration for solicitation of purchasers in connection with sales of securities in the offering. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than five (5) persons to be listed are associated persons of such a broker or dealer, you may set forth the information for that broker or dealer only.	d e	
Full Name (Last name first, if individual)		
Business or Residence Address (Number and Street, City, State, Zip Code)	 	
Name of Associated Broker or Dealer		
States in Which Person Listed Has Solicited or Intends to Solicit Purchasers		
(Check "All States" or check individual States)		State
[AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [II] [IL] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [NT] [NE] [NV] [NV] [NV] [NV] [NV] [NV] [OH] [OK] [CO	HI] [ID] MS] [MO] DR] [PA] VY] [PR]	
Business or Residence Address (Number and Street, City, State, Zip Code)	T.	
Name of Associated Broker or Dealer		
States in Which Person Listed Has Solicited or Intends to Solicit Purchasers		
(Check "All States" or check individual States)		State
[IL] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [N	HI] [ID] MS] [MO] OR] [PA] WY] [PR]	
Full Name (Last name first, if individual)		
Business or Residence Address (Number and Street, City, State, Zip Code)		
business of Residence Address (Number and Sireet, City, State, Zip Code)		
Name of Associated Broker or Dealer		<u></u>
States in Which Person Listed Has Solicited or Intends to Solicit Purchasers		
		State
[MT] [NE] [NV] [NH] [NJ] [NM] [NY] [NC] [ND] [OH] [OK] [O	MS] [MO] OR] [PA] WY] [PR]	

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

1.	Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if answer is "none" or "zero." If the transaction is an exchange offering check this box \square and indicate in the columns below the amounts of the securities offered for exchange and already exchanged.	,	
	Type of Security	Aggregate Offering Price	Amount Already Sold
	Debt	\$	\$
	Equity	\$ <u>15,999,999.53</u>	\$ <u>15,999,999.53</u>
	□ Common ☑ Preferred		
	Convertible Securities (including warrants) (Common Stock Warrants)	\$	S
	Partnership Interests	\$	- \$
	Other (Specify)	\$	\$
	Total		
	Answer also in Appendix, Column 3, if filing under ULOE.		
2.	Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero."		Announts
		Number Investors	Aggregate Dollar Amount of Purchases
	Accredited Investors		\$ <u>15,999,999.53</u>
	Non-accredited Investors		\$
	Total (for filings under Rule 504 only)		\$
	Answer also in Appendix, Column 4, if filing under ULOE.		
3.	If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C - Question 1.		
	Type of Offering	Type of Security	Dollar Amount Sold
	Rule 505		\$
	Regulation A		\$
	Rule 504		\$
	Total		\$
4.	a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the issuer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate.		
	Transfer Agent's Fees		\$
	Printing and Engraving Costs		\$
	Legal Fees	······ 🗵	\$ <u>75,000.00</u>
	Accounting Fees		\$
	Engineering Fees		\$
	Sales and Commissions (specify finders' fees separately)		\$
	Other Expenses (identify)		\$
	Total	····· 🗵	\$ <u>75,000.00</u>

5 of 10

		EE, NUMBER OF INVESTORS, EXPENSES AND USE	UF	PROCEEDS		Karata Santa
t	otal expenses furnished in response to the "adjusted gross proceeds to the issuer."	`				\$ <u>15,924,999.53</u>
t	ach of the purposes shown. If the amount for a	proceeds to the issuer used or proposed to be used for my purpose is not known, furnish an estimate and check a payments listed must equal the adjusted gross proceeds tion 4.b above.		Payments to Officers, Directors, &		Payments to
				Affiliates		Others
	Salaries and fees			\$		\$
	Purchase of real estate			\$	_ □	\$
	Purchase, rental or leasing and installation of n	nachinery and equipment		\$	_ □	\$
	Construction or leasing of plant buildings and	facilities		\$	_ □	\$
		value of securities involved in this offering that may be another issuer pursuant to a merger)		\$		\$
				Ψ		Ψ
				\$	□	\$
	Working capital	·		\$	🗵	\$ <u>15,924,999.53</u>
	Other (specify):			\$	_ □	\$
	·			\$	_ 0	\$
	Column Totals			\$	🗵	\$ <u>15,924,999.53</u>
	Total Payments Listed (column totals added)	·		X	\$ <u>15,924,9</u>	99.53
ž.		D. FEDERAL SIGNATURE				(sike J ya ka
nsti		the undersigned duly authorized person. If this notice is fingle the U.S. Securities and Exchange Commission, upon warsuant to paragraph (b)(2) of Rule 502.				
suer	Print or Type)	Signature		1	Date	1 . (
۰011	be, Inc.				11//-	7/04
	of Signer (Print or Type)	Tipe Signer (Print or Type)			·	,

-- ATTENTION ---

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)

* 4	4.5544			APPE	NDIX			i kesanti.	
1	Intend	to sell	3 Type of security and aggregate offering price		4 Type of investor and				ation JLOE ach
	investor	s in State -Item 1)	offering price offered in state (Part C-Item 1)		amount purcha (Part C-It	sed in State em 2)		explanatio waiver grai (Part E-Ite	nted)
State	Yes	No		Number of Accredited Investors	Amount	Number of Non- Accredited Investors	Amount	Yes	No
AL									
AK									
AZ									
AR									
CA		区	Series B Preferred (\$29,999.35)	1	\$29,999.35	0	0		X
СО									
СТ									
DE									
DC									
FL									
GA									
НІ									
ID									
IL									
IN					,				
IA									
KS									
KY									
LA									
ME									
MD									
MA		X	Series B Preferred (\$15,965,000.03)	14	\$15,965,000.03	0	0		X
MI									
MN									
MS									
МО									

1	Intend to non-a investor	d to sell accredited rs in State 3-Item 1)	Type of security and aggregate offering price offered in state (Part C-Item 1)	Number of	Type of investor and amount purchased in State (Part C-Item 2) Number of Number of		5 Disqualification under State ULOE (if yes, attach explanation of waiver granted) (Part E-Item 1)		
State	Yes	No		Accredited Investors	Amount	Non- Accredited Investors	Amount	Yes	No
MT									
NE									
NV								_	
NH									
NJ									
NM									ļ
NY		1							
NC									
ND									
ОН									
ок									
OR									
PA									
RI									
SC									ļ
SD									
TN									
TX									
UT									
VT	:								
VA									
WA		×	Series B Preferred (\$5,000.15)	1	\$5,000.15	0	0		☒
wv									
WI									
WY									
PR									

7 of 10

9.5	acida di carresa de la composición		· · · · • • • • · · · · · · · · · · · ·	
The second of the second of the second		A. BASIC IDENTIFICATION DATA	12.17 · 1	
2. Enter the information reques	sted for the following	:		
Each promoter of the issu	er, if the issuer has b	een organized within the past five years;		
Each beneficial owner ha	ving the power to vot	e or dispose, or direct the vote or disposition of, 10% or more of a	class of equ	uity securities of the issuer;
Each executive officer an	d director of corporat	te issuers and of corporate general and managing partners of partner	ership issue	rs; and
Each general and managi	ng partner of partners	ship issuers.		
Check Box(es) that Apply:	☐ Promoter	■ Beneficial Owner		General and/or Managing Partner
Full Name (Last name first, if	ndividual)			
Globespan Capital Partner	rs IV, L.P.			
Business or Residence Address	(Number and Stree	et, City, State, Zip Code)		
One Boston Place, Suite 2	810, Boston, MA	22108		
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner ☐ Executive Officer ☑ Director		General and/or Managing Partner

Full Name (Last name first, if	ndividual)			
Buhrmann, Michael				
Business or Residence Address	(Number and Stre	et, City, State, Zip Code)		
218 Main Street, Suite 508	Kirkland WA 98	033-61081		
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner ☐ Executive Officer ☒ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)			
Simon, John				
Business or Residence Address	(Number and Stre	et, City, State, Zip Code)		
20 University Road, Suite	450, Cambridge, N	MA 02138		
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner ☐ Executive Officer ☑ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)			· · · · · · · · · · · · · · · · · · ·
Goldfarb, Andrew	•			
Business or Residence Address	Number and Stre	et, City, State, Zip Code)		
One Boston Place, Suite 2	810. Boston. MA (02108		
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner ☐ Executive Officer ☒ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)			
•	<i></i>			
Argawal, Ajay Business or Residence Addres	Number and Stre	et City State Zin Code)		
	,	or, ora, orato, 21p code,		
111 Huntington Avenue, I		D Description D Franchis Office W D		Community and I am Marketing Day
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner ☐ Executive Officer ☑ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)			

20 Custom House Street, Suite 830, Boston, MA 02110

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

Davoli, Robert

Business or Residence Address (Number and Street, City, State, Zip Code)

A. BASIC IDENTIFICATION DATA

- 2. Enter the information requested for the following:
 - Each promoter of the issuer, if the issuer has been organized within the past five years;
 - Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer;
 - Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and

 Each general and managi 	ng partner of partne	rship issuers.		
Check Box(es) that Apply:	☐ Promoter	⊠ Beneficial Owner □ Executive Officer □ Director		General and/or Managing Partner
Full Name (Last name first, if i	ndividual)			
Bain Capital Venture Fund	I, LP			
Business or Residence Address		eet, City, State, Zip Code)		
111 Huntington Avenue, B	oston. MA 02199			
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner ☐ Executive Officer ☐ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)			
Business or Residence Address	s (Number and Str	eet, City, State, Zip Code)		
Check Box(es) that Apply:	□ Promoter	☐ Beneficial Owner ☐ Executive Officer ☐ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)		<u></u>	
Business or Residence Address	s (Number and Str	reet, City, State, Zip Code)	,	
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner ☐ Executive Officer ☐ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)			
Business or Residence Address	s (Number and Str	reet, City, State, Zip Code)		
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner ☐ Executive Officer ☐ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)			
Business or Residence Addres	s (Number and Str	reet, City, State, Zip Code)		
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner ☐ Executive Officer ☐ Director		General and/or Managing Partner
Full Name (Last name first, if	individual)	The state of the s		
Business or Residence Addres	s (Number and St	reet, City, State, Zip Code)		
	(Us	e blank sheet, or copy and use additional copies of this sheet, as ne	cessary.)	
	,	e e e e e e e e e e e e e e e e e e e	• /	

Page 2 of 8